

Alfonso E. Martinez
President & CEO of HACR



Alfonso E. Martinez is president and CEO of the Hispanic Association on Corporate Responsibility. Mr. Martinez joined the organization on January 5, 2004.

Prior to joining HACR, Mr. Martinez worked for Capital One Financial Services as the executive director of Global Corporate Citizenship, Strategy and Policy. In this role, Mr. Martinez oversaw Capital One's relationships with national advocacy groups, was a member of the government relations team, managed corporate citizenship marketing, and provided leadership on a broad range of reputation management initiatives.

Upon joining Capital One Financial Services in January 2001, Mr. Martinez launched a fully integrated diversity strategy, which included creating the company's minority recruitment efforts; boosting its minority relations program, enhancing the workforce diversity development practice, including diversity training and communications; developing an employment marketing strategy, including advertising campaign and media strategy; and expanding its minority business opportunities as they related to supplier diversity. Mr. Martinez also sat on the company's Diversity Leadership Council.

Before joining Capital One, Martinez was the vice president of Hispanic Markets for GMAC Residential; vice president of Diversity and Hispanic Business Development for Aetna Inc.; and vice president of Diversity for Marriott International.

Mr. Martinez previously served on the Corporate Advisory Boards for the National Society of Hispanic MBA's, Hispanic Association of Colleges and Universities, and the Association of Latino Professionals in Finance and Accounting.

Mr. Martinez was born in Chicago, Illinois, and raised in Mexico City, Mexico. Mr. Martinez earned a Bachelor of Science in Business Administration from the University of Denver and a Master of Science in Organizational Psychology from the John Hopkins University. Mr. Martinez resides in Gaithersburg, Maryland, is married and has two lovely children.